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Message Text

UNCLASSIFIED

PAGE 01 CARACA 02365 081843Z
ACTION ARA-10

INFO OCT-01 ISO-00 EB-08 /019 W
----------082017Z 075430 /43
R 081755Z MAR 77
FM AMEMBASSY CARACAS
TO USDOC WASHDC
INFO SECSTATE WASHDC 6867

UNCLAS CARACAS 2365

E.O. 11652: N/A
TAGS: BTRA, BEXP, VE
SUBJ: COMMERCIAL PROGRAM: FOREIGN BUYER PROGRAM

REF: STATE 045849; CARACAS 0631; 76 CARACAS 13522;
76 CARACAS 3406

1. DUE TO VENEZUELA'S PROXIMITY TO THE US., VENEZUELAN'S HIGH PROPENSITY TO TRAVEL, AND THE U.S.' TRADITIONAL ROLE AS PRINCIPAL SUPPLIER OF VENEZUELAN IMPORTS, THE FOREIGN BUYER PROGRAM CAN BE AN IMPORTANT PART OF THE EMBASSY'S TRADE PROMOTION EFFORT.

2. FBP BROCHURES ARE SENT TO APPROPRIATE TRADE ASSOCIATIONS, INDUSTRY LEADERS, AND GOVERNMENT AGENCIES, AND SEEM TO BE A VERY EFFECTIVE TOOL IN PUBLICIZING U.S. TRADE SHOWS.

3. EMBASSY HAS REQUESTED PROMOTIONAL BROCHURES FOR FOLLOWING SHOWS, AND WILL MAKE LOCAL DISTRIBUTION WHEN THEY BECOME AVAIL-ABLE.
1977
NRA RESTAURANT-HOTEL MOTEL SHOW MAY 21-25, 1977
APARTMENT BUILDER/DEVELOPER SHOW MAY 23-25, 1977
NATIONAL HARDWARE SHOW AUGUST 22-25, 1977
NATIONAL ASSOCIATION OF FOOD EQPT. MFRS. SHOW SEP. 24-27,1977
INTERLCOM '77 (WORLD COMMUNICATIONS EXPOSITION OCT 9-15, 1977
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BUILDING & CONSTRUCTION EXPOSITION & CONFERENCE NOV. 1-3,1977
36TH EXPOSITION OF CHEMICAL INDS. DEC. 5-8, 1977
1978
1978 INT'L. CONCRETE AGGREGATES PROCESSORS FEB. 12-15, 1978
NATIONAL HARDWARE HSOW AUG. 14-17, 1978
INTERNATIONAL MACHINE TOOLS SHOW SEP. 6-15, 1978
1978 INT'L. MINING SHOW OCT. 9-12, 1978

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INT'L. PUBLIC WORKS CONGRESS & EQPT. SHOW OCT. 14-19, 1978
NATIONAL PACKAGING WEEK EXPO & ASSEMBLY OCT. 30-NOV. 3, 1978
FOOD & DAIRY EXPOSITION '78 NOV. 5-9, 1978

4. LACK OF FBP BROCHURES WOULD GREATLY COMPLICATE THIS EMBASSY'S EFFORTS TO PROMOTE VENEZUELAN ATTENDANCE AT U.S. TRADE SHOWS, AND UNDOUBTEDLY WOULD FORCE THE EMBASSY TO REDUCE SUBSTANTIALLY THE NUMBER OF EVENTS PROMOTED. VENEZUELAN FBP VISITORS ARE GENERALLY VERY FAVORABLY IMPRESSED WITH THE ORGANIZATION OF U.S. TRADE SHOWS, AND THE ASSISTANCE, THEY RECEIVE IN ACCOMP-LISHING THEIR OBJECTIVES.
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Message Attributes

Automatic Decaptioning: X
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Concepts: n/a
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Decaption Note:
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Disposition Case Number: n/a
Disposition Comment:
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Disposition Reason:
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Executive Order: N/A
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Litigation History:
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Original Classification: UNCLASSIFIED
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Reference: 77 STATE 45849, 77 CARACAS 631, 76 CARACAS 13522
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Review Withdrawn Fields: n/a
SAS ID: 3181174
Secure: OPEN
Status: NATIVE
Subject: COMMERCIAL PROGRAM: FOREIGN BUYER PROGRAM
TAGS: BTRA, BEXP, VE
To: COM
Type: TE
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